



KSHB-TV

# ORDER

Print Date 10/03/12 Page 1 of 5

Flight Dates **10/08/12-11/05/12**

Contract / Revision **303086 / Attorney General Chris Koster**

Original Date / Revision **10/03/12 10/03/12**

Advertiser **Koster / Democrat / Attorney**

**25 Whitlock Place SW - Suite 201  
Marietta, GA 30064**

Agency **LUC Media**

Buying Contact

**25 Whitlock Place SW - Suite 201  
Marietta, GA 30064**

Product

Agency Com 15%

Billing Contact

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # **10/8-11/5**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive  
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share 25% Market Value 444440

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	75%	333330
WDAF	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	187	\$65,509.50	\$77,070.00	0.00	10/01/12	10/28/12	187	\$65,509.50	\$77,070.00
November 2012	94	\$28,934.00	\$34,040.00	0.00	10/29/12	11/05/12	94	\$28,934.00	\$34,040.00
<b>Totals</b>	<b>281</b>	<b>\$94,443.50</b>	<b>\$111,110.00</b>	<b>0.00</b>					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSHB	10/08/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	3	\$125.00	P-3	0.00 NM	16	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--		3			\$125.00			0.00		
Week:		10/15/12	10/21/12	-----		0			\$0.00			0.00		
Week:		10/22/12	10/28/12	MTWTF--		3			\$125.00			0.00		
Week:		10/29/12	11/04/12	MTWTF--		8			\$125.00			0.00		
Week:		11/05/12	11/11/12	M-----		2			\$125.00			0.00		
E 2	KSHB	10/08/12	11/05/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	4	\$375.00	P-2	0.00 NM	33	\$12,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--		4			\$375.00			0.00		



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Contract / Revision **303086** Flight Dates **10/08/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:30:00

Advertiser **Koster / Democrat / Attorney** Product **Attorney General Chris Kos** Estimate # **10/8-11/5**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 2	KSHB	10/08/12	11/05/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	4	\$375.00	P-2	0.00 NM	33	\$12,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	MTWTF--					4	\$375.00		0.00		
Week:		10/22/12	10/28/12	MTWTF--					6	\$375.00		0.00		
Week:		10/29/12	11/04/12	MTWTF--					15	\$375.00		0.00		
Week:		11/05/12	11/11/12	M-----					4	\$375.00		0.00		
E 3	KSHB	10/08/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$40.00	P-3	0.00 NM	19	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					3	\$40.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					5	\$40.00		0.00		
Week:		10/22/12	10/28/12	MTWTF--					5	\$40.00		0.00		
Week:		10/29/12	11/04/12	MTWTF--					5	\$40.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$40.00		0.00		
E 4	KSHB	10/08/12	11/05/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	3	\$400.00	P-2	0.00 NM	13	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					3	\$400.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					3	\$400.00		0.00		
Week:		10/22/12	10/28/12	MTWTF--					3	\$400.00		0.00		
Week:		10/29/12	11/04/12	MTWTF--					3	\$400.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$400.00		0.00		
5	KSHB	10/08/12	10/21/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	3	\$600.00	P-2	0.00 NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					3	\$600.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					3	\$600.00		0.00		
E 6	KSHB	10/08/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	4	\$1,100.00	P-2	0.00 NM	20	\$22,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					4	\$1,100.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					5	\$1,100.00		0.00		
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,100.00		0.00		
Week:		10/29/12	11/04/12	MTWTF--					5	\$1,100.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$1,100.00		0.00		
E 7	KSHB	10/08/12	11/05/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	4	\$900.00	P-2	0.00 NM	20	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	MTWTF--					4	\$900.00		0.00		
Week:		10/15/12	10/21/12	MTWTF--					5	\$900.00		0.00		
Week:		10/22/12	10/28/12	MTWTF--					5	\$900.00		0.00		
Week:		10/29/12	11/04/12	MTWTF--					5	\$900.00		0.00		
Week:		11/05/12	11/11/12	M-----					1	\$900.00		0.00		
8	KSHB	10/08/12	11/05/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	2	\$150.00	P-2	0.00 NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	-----S-					2	\$150.00		0.00		
Week:		10/15/12	10/21/12	-----S-					2	\$150.00		0.00		
Week:		10/22/12	10/28/12	-----S-					2	\$150.00		0.00		
Week:		10/29/12	11/04/12	-----S-					2	\$150.00		0.00		
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00		
9	KSHB	10/08/12	11/05/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	2	\$200.00	P-2	0.00 NM	8	\$1,600.00



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Contract / Revision **303086** Flight Dates **10/08/12-11/05/12** Hiatus Dates  
 Original Date / Revision 10/03/12/ 10/03/12 Order Sep 00:30:00  
 Advertiser **Koster / Democrat / Attorney** Product **Attorney General Chris Kos** Estimate # **10/8-11/5**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
9	KSHB	10/08/12	11/05/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	2	\$200.00	P-2	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					2	\$200.00		0.00			
		Week: 10/15/12	10/21/12	-----S-					2	\$200.00		0.00			
		Week: 10/22/12	10/28/12	-----S-					2	\$200.00		0.00			
		Week: 10/29/12	11/04/12	-----S-					2	\$200.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
10	KSHB	10/08/12	11/05/12	NBC Action News at 6p Sa 6-630p	CM	6-630p	-----S-	:30	1	\$125.00	P-3	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$125.00		0.00			
		Week: 10/15/12	10/21/12	-----S-					1	\$125.00		0.00			
		Week: 10/22/12	10/28/12	-----S-					1	\$125.00		0.00			
		Week: 10/29/12	11/04/12	-----S-					1	\$125.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
11	KSHB	10/08/12	11/05/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$800.00		0.00			
		Week: 10/15/12	10/21/12	-----S-					1	\$800.00		0.00			
		Week: 10/22/12	10/28/12	-----S-					1	\$800.00		0.00			
		Week: 10/29/12	11/04/12	-----S-					1	\$800.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
12	KSHB	10/08/12	11/05/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$175.00		0.00			
		Week: 10/15/12	10/21/12	-----S					1	\$175.00		0.00			
		Week: 10/22/12	10/28/12	-----S					1	\$175.00		0.00			
		Week: 10/29/12	11/04/12	-----S					1	\$175.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
E 13	KSHB	10/08/12	11/05/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$50.00	P-3	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$50.00		0.00			
		Week: 10/15/12	10/21/12	-----S					1	\$50.00		0.00			
		Week: 10/22/12	10/28/12	-----S					1	\$50.00		0.00			
		Week: 10/29/12	11/04/12	-----S					1	\$50.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
14	KSHB	10/08/12	11/05/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S					1	\$800.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
		Week: 10/22/12	10/28/12	-----					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	-----S					1	\$800.00		0.00			
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00			
E 15	KSHB	10/15/12	10/21/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	8	\$400.00	P-2	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--					8	\$400.00		0.00			
16	KSHB	10/22/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	9	\$5,400.00



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Contract / Revision **303086** Flight Dates **10/08/12-11/05/12**

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:30:00

Advertiser **Koster / Democrat / Attorney** Product **Attorney General Chris Kos** Estimate # **10/8-11/5**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
16	KSHB	10/22/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	4	\$600.00	P-2	0.00 NM	9	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/22/12	10/28/12	MTWTF--					4	\$600.00		0.00		
		Week: 10/29/12	11/04/12	MTWTF--					4	\$600.00		0.00		
		Week: 11/05/12	11/11/12	M-----					1	\$600.00		0.00		
17	KSHB	10/15/12	10/28/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$800.00	P-2	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/15/12	10/21/12	-----S					1	\$800.00		0.00		
		Week: 10/22/12	10/28/12	-----S					1	\$800.00		0.00		
E 19	KSHB	10/08/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	5	\$125.00	P-3	0.00 NM	15	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00		
		Week: 10/15/12	10/21/12	MTWTF--					5	\$125.00		0.00		
		Week: 10/22/12	10/28/12	MTWTF--					5	\$125.00		0.00		
		Week: 10/29/12	11/04/12	MTWTF--					5	\$125.00		0.00		
		Week: 11/05/12	11/11/12	-----					0	\$0.00		0.00		
E 20	KSHB	10/08/12	11/05/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	5	\$75.00	P-3	0.00 NM	16	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00		
		Week: 10/15/12	10/21/12	MTWTF--					5	\$75.00		0.00		
		Week: 10/22/12	10/28/12	MTWTF--					5	\$75.00		0.00		
		Week: 10/29/12	11/04/12	MTWTF--					5	\$75.00		0.00		
		Week: 11/05/12	11/11/12	M-----					1	\$75.00		0.00		
E 22	KSHB	10/08/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$50.00	P-3	0.00 NM	16	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00		
		Week: 10/15/12	10/21/12	MTWTF--					5	\$50.00		0.00		
		Week: 10/22/12	10/28/12	MTWTF--					5	\$50.00		0.00		
		Week: 10/29/12	11/04/12	MTWTF--					5	\$50.00		0.00		
		Week: 11/05/12	11/11/12	M-----					1	\$50.00		0.00		
N 23	KSHB	10/22/12	10/28/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	5	\$400.00	P-2	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/22/12	10/28/12	MTWTF--					5	\$400.00		0.00		
N 24	KSHB	11/05/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	M-----	:30	2	\$550.00	P-1	0.00 NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 11/05/12	11/11/12	M-----					2	\$550.00		0.00		
N 25	KSHB	10/15/12	10/28/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	11	\$525.00	P-1	0.00 NM	20	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/15/12	10/21/12	MTWTF--					11	\$525.00		0.00		
		Week: 10/22/12	10/28/12	MTWTF--					9	\$525.00		0.00		
N 26	KSHB	10/15/12	11/04/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	2	\$600.00	P-1	0.00 NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
		Week: 10/15/12	10/21/12	MTWTF--					2	\$600.00		0.00		
		Week: 10/22/12	10/28/12	MTWTF--					2	\$600.00		0.00		
		Week: 10/29/12	11/04/12	MTWTF--					2	\$600.00		0.00		



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Contract / Revision     **303086**     Flight Dates **10/08/12-11/05/12**     Hiatus Dates  
Original Date / Revision   10/03/12/   10/03/12     Order Sep   00:30:00  
Advertiser   **Koster / Democrat / Attorney General Chris Kos**   Product **Attorney General Chris Kos**   Estimate #   **10/8-11/5**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 26	KSHB	10/15/12	11/04/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	2	\$600.00	P-1	0.00	NM	6	\$3,600.00	
N 27	KSHB	10/15/12	11/04/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	2	\$800.00	P-1	0.00	NM	4	\$3,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/15/12	10/21/12	MTWTF--	2		\$800.00		0.00							
Week:		10/22/12	10/28/12	MTWTF--	1		\$800.00		0.00							
Week:		10/29/12	11/04/12	MTWTF--	1		\$800.00		0.00							
N 28	KSHB	11/05/12	11/05/12	M-F 4-430p Jeopardy	CM	4-430p	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		11/05/12	11/11/12	M-----	1		\$500.00		0.00							
N 29	KSHB	10/08/12	11/05/12	Today Show II Today Show II	CM	9-10a	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	16	\$3,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		10/08/12	10/14/12	-----	0		\$0.00		0.00							
Week:		10/15/12	10/21/12	MTWTF--	5		\$200.00		0.00							
Week:		10/22/12	10/28/12	MTWTF--	5		\$200.00		0.00							
Week:		10/29/12	11/04/12	MTWTF--	5		\$200.00		0.00							
Week:		11/05/12	11/11/12	M-----	1		\$200.00		0.00							
														<b>Totals</b>	<b>281</b>	<b>\$111,110.00</b>